

VSSS Strategic Planning Steering Committee Action Plan

Goal # 4 Deliver high-quality customer-focused services								
Objective # 4.1 Improve customer awareness of and satisfaction with products and services offered								
Action Plan Description: Customer awareness of products and services offered by the system								
Task #	Task Description	Due Date	Resource	Task # Dependency	External Dependency	Additional Resources	Status	Status Date
Strategy 4.1.1.1 - Enhance outreach efforts								
1	Incorporate expectation into the customer service survey instrument	3/1/2004	committee				complete	3/1/2004
Strategy 4.1.1.2 - Conduct media campaign								
1	Incorporate expectation into the customer service survey instrument	3/1/2004	committee				complete	3/1/2004
Strategy 4.1.1.3 - Make information on services readily available to public in understandable manner and multi-media formats								
1	Incorporate expectation into the customer service survey instrument	3/1/2004	committee				complete	3/1/2004
Action Plan Description: Customer Satisfaction with products and services offered by the system								
Strategy 4.1.2.1 - conduct a survey to measure customer's satisfaction with products and services								
1	Establish a goal four champion group	11/7/2004	Johnson				complete	11/7/2004
2	Identify core elements of CSS, review existing instruments, construct generic customer service/satisfaction survey questions	1/29/2004	committee				complete	1/29/2004
3	Review draft of customer service survey	2/10/2004	committee				complete	2/10/2004
4	Present draft to steering committee for modification and approval	2/23/2004	Johnson				complete	2/23/2004
5	Amend the CS instrument based on steering committee feedback	3/1/2004	committee				complete	3/1/2004
6	Develop process model for administering and evaluating the survey	5/1/2004	committee				complete	5/1/2004
7	Pilot survey in eight localities differing in size and geographic locations	7/1/2004	committee				complete	7/1/2004
8	Evaluate survey results and provide an aggregate report to the VSSSP steering committee and the pilot agencies (these results will establish a state-wide performance benchmark)	8/1/2004	committee				complete	8/1/2004
9	Evaluate survey process with pilot agencies	8/1/2004	committee				complete	8/1/2004
10	Make appropriate amendments to the survey instrument and the survey process	8/1/2004	committee				complete	8/1/2004
11	Administer survey system-wide	9/1/2004	committee				complete	9/1/2004
Strategy 4.1.2.2 - Establish a customer service feedback system								
1	Administer process as reflected in 4.1.2.1	3/1/2004	committee				complete	3/1/2004
Strategy 4.1.2.3 - Develop customer service standards								
1	Identify core elements of CSS, review existing instruments, construct generic customer service/satisfaction survey questions	1/29/2004	committee				complete	1/29/2004
Strategy 4.1.2.4-- Establish a culture that believes good customer service is everyone's job								
1	It is our intent that the administering of this instrument and the DSS State evaluative instrument will move the VSSSP into the new culture	1/1/2005	committee				ongoing	
Action Plan Description: Customer Satisfaction with products and services offered by the State Department of Social Services to local agencies								
Strategy 4.1.3.1 - Conduct a survey to measure customer's satisfaction with products and services offered by the State Department of Social Services to local agencies								
1	Identify core elements of CSS, review existing instruments, construct generic customer service/satisfaction survey questions	4/1/2004	committee				complete	4/1/2004
2	Review draft of customer service survey	5/1/2004	committee				complete	5/1/2004
3	Present draft to steering committee for modification and approval	6/1/2004	Johnson				complete	6/1/2004
4	Amend the CS instrument based on steering committee feedback	6/15/2004	committee				complete	6/15/2004
5	Develop process model for administering and evaluating the survey	8/1/2004	committee				complete	8/1/2004
6	Pilot survey in eight localities differing in size and geographic locations	9/1/2004	committee				complete	9/1/2004
7	Evaluate survey results and provide an aggregate report to the VSSSP steering committee and the pilot agencies (these results will establish a state-wide performance benchmark)	10/15/2004	committee				in process	
8	Evaluate survey process with pilot agencies	10/15/2004	committee				in process	
9	Make appropriate amendments to the survey instrument and the survey process	11/15/2004	committee				in process	
10	Administer survey system-wide	12/1/2004	committee				in process	

Date Published ??/??/????

VSSS SPSC Action Plan v2 1-15-2004

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